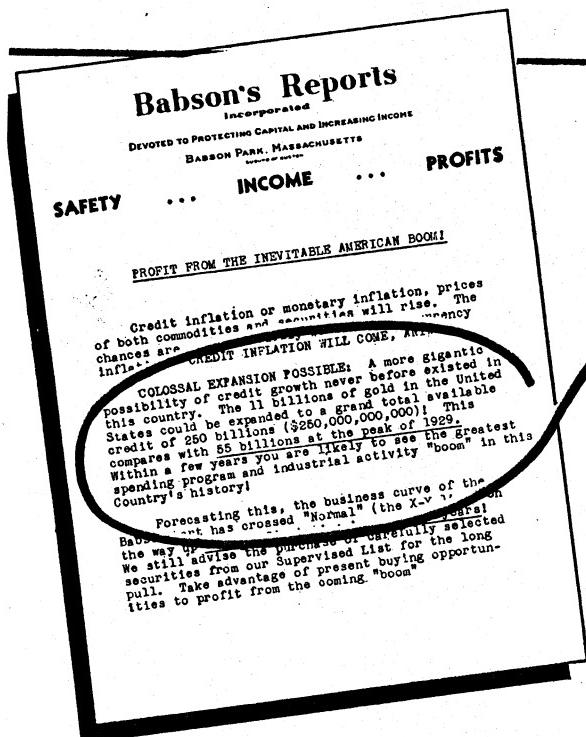




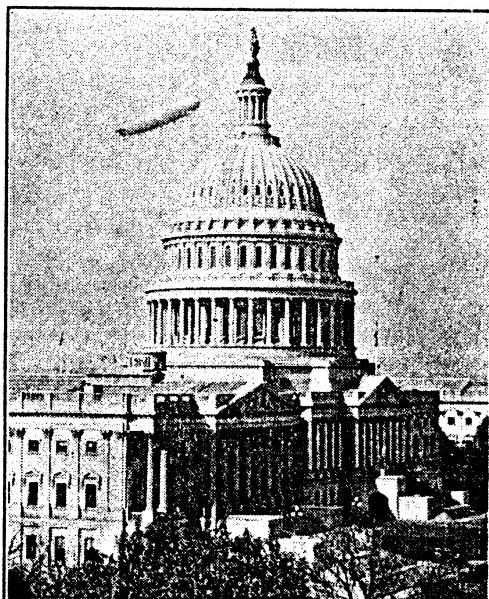
KEEP PACIFIC INTERCITY

# *Experts predict* Recovery Will Hit A Brand New High in 1937



SAYS BABSON'S REPORTS:  
(the nationally famous business authority)

"Colossal expansion possible—you are likely to see the greatest spending program and industrial activity 'BOOM' in this country's history . . . "



THE U. S. DEPT. OF AGRICULTURE\* says:

- 1—That INDUSTRIAL PRODUCTION, in 1937, may equal the all-time high peak of 1929.
- 2—That NATIONAL INCOME, from a low of 40 billion dollars in 1932, is expected to rise above 66 billion dollars in 1937.

\* From United States News, Nov. 9, 1936, based on figures from the Dept. of Agricultural Economics.



THE U. S. DEPT. OF COMMERCE says:

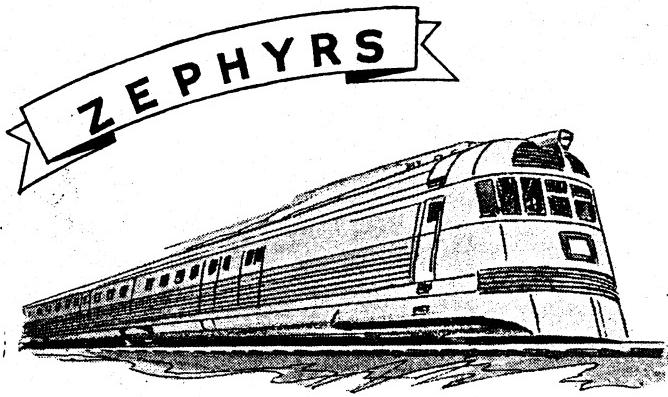
That RETAIL SALES have increased from 25 billion dollars in 1933 to an estimated 37 billion dollars in 1936.

And experts agree that with much higher national income in 1937, retail sales will probably increase in proportion.

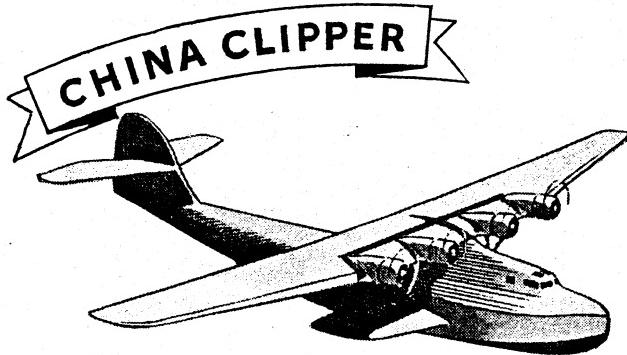
**To KEEP PACE WITH FAST-CHANGING TIMES**

# What Changes Is Your Store Making?

Every Phase of Human Activity is Being Revolutionized  
*Including Pen Selling!*



Light Streamlined Zephyrs are replacing heavy trains



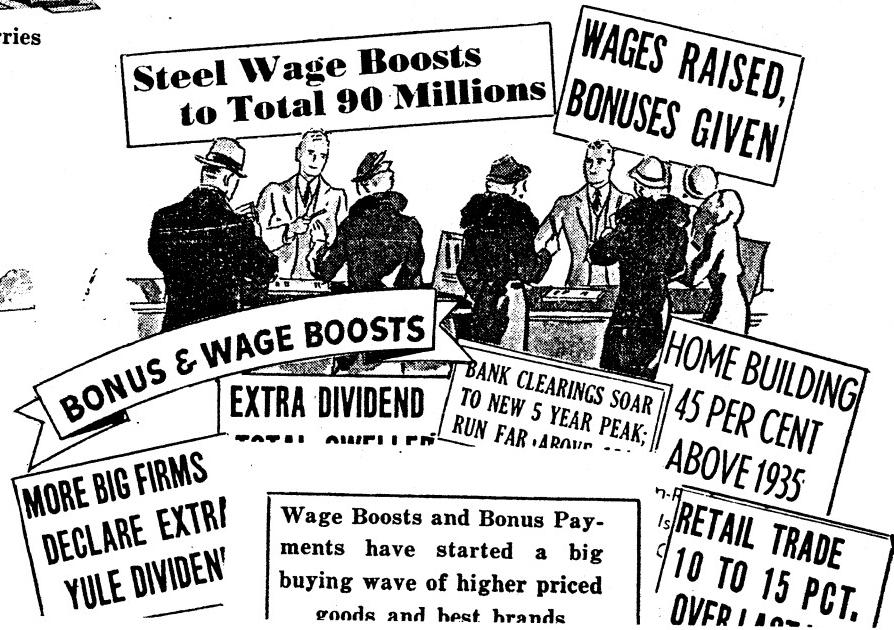
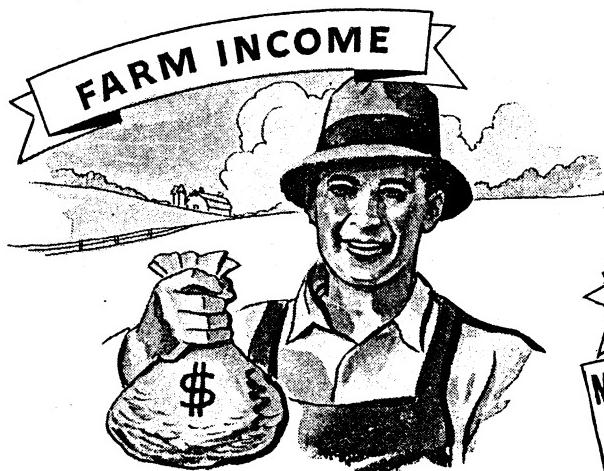
Air-Lines are spanning the Seven Seas



9-Mile Bridges are replacing slow-going ferries



Social Security is Nailing up the Poor House



Wage Boosts and Bonus Payments have started a big buying wave of higher priced goods and best brands

**To KEEP PACE WITH FAST-CHANGING TIMES**

# Make More Room in Your Store for this new Titan of Trade

*The Fountain Pen, Pencil and Desk Set—*

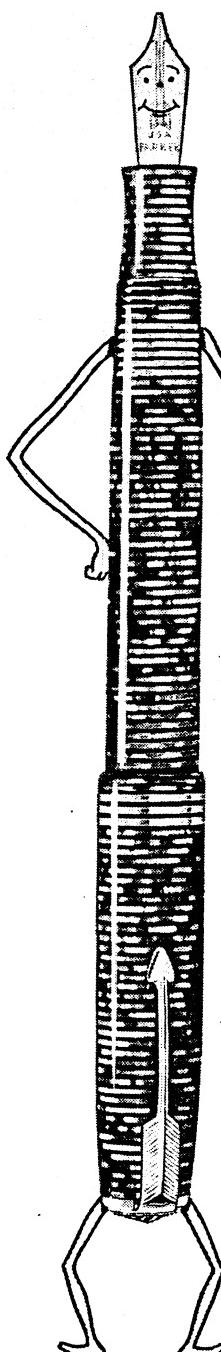
In 1921, a minor item

In 1937, A MAJOR LINE

A 60%

INCREASE

in last 15 years



1936

\$42,930,002  
Retail Sales\*

Selling Actively  
ALL YEAR ROUND

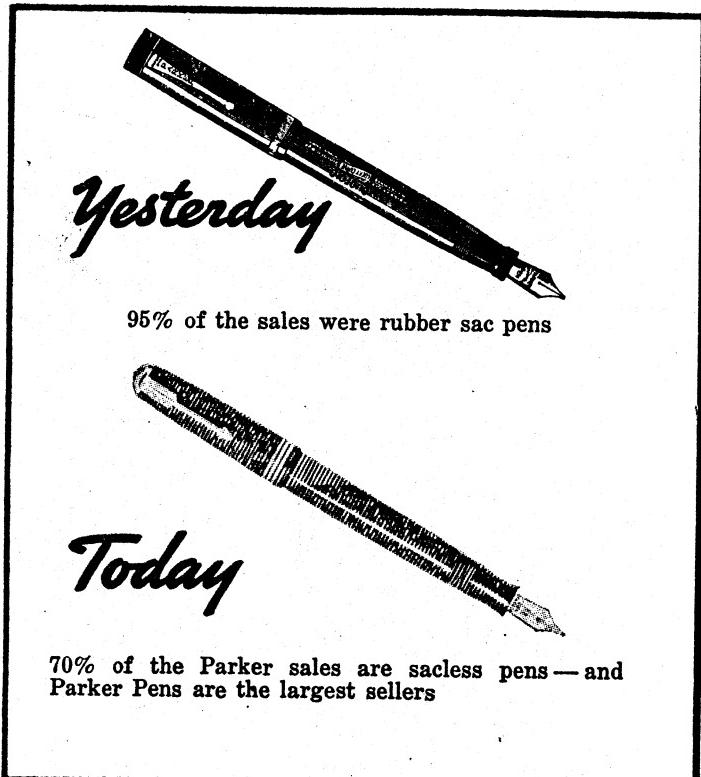
1921  
\$25,589,028

Retail Sales  
Confined to  
School Opening  
and Christmas

\*Estimated

**To KEEP PACE WITH FAST-CHANGING TIMES**

# See the Big Changes Taking Place in the Pen Business



**To KEEP PACE WITH FAST-CHANGING TIMES**

# You Must Realize How Extensive the Pen Market Really is

**6 Out of 8 People  
Who Enter Your Store**  
either own no pen at all or own an  
obsolete or unadvertised brand.



72 Million People Over 14 Years of Age  
are live prospects for a Parker Vacumatic



In the last 8 years, over 19 Million New  
Buyers Have Reached the age of 16 years  
—have thus become pen prospects.



**Pen Sales Not Limited,  
like many Articles to the  
Number People use up.**

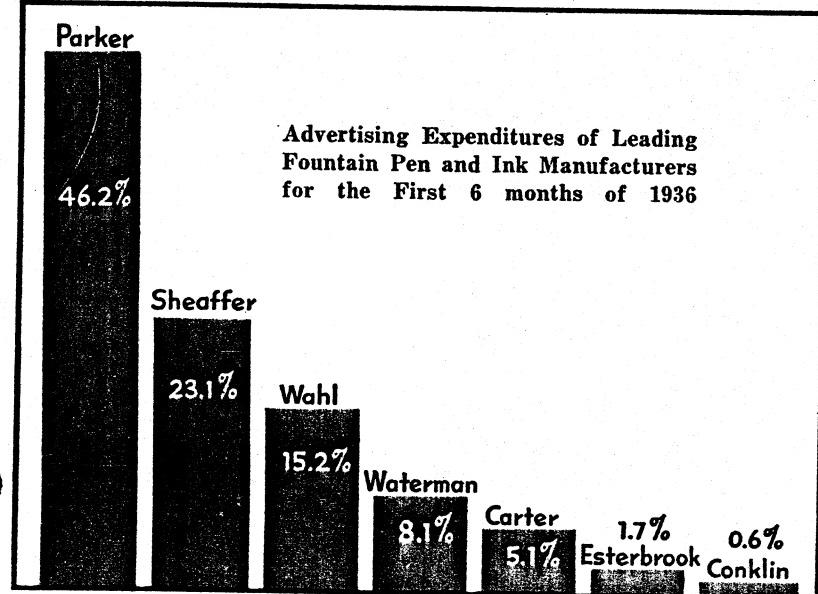
Pen Market is **UNLIMITED** because  
millions buy Pens for **GIFTS**. Al-  
ready 50% of the pens are gift sales,  
and this percentage is constantly  
increasing.

**To KEEP PACE WITH FAST-CHANGING TIMES**

# Discover Who Creates Your Pen Sales the First Half of the Year

## LOOK AT THE RECORD

I SEE PARKER DOES 46.2% OF ALL THE PEN ADVERTISING THE FIRST HALF OF THE YEAR.



YES-PARKER HAS MADE PEN RETAILING ACTIVE AND PROFITABLE EVERY MONTH, EVERY WEEK, EVERY DAY!



- Before Parker adopted this policy of forcing retail sales by a powerful drive to make gift-seekers and pen users constantly pen-minded, there was no retail pen business to speak of from January to July.
- What would happen to the sales of ALL brands of pens if Parker should stop rousing the public to buy at this time?
- Not only Parker—but pens generally—would be about as prominent in people's thoughts in the Spring as overshoes are in July. But we think you will admit—as all the trade does—that Parker is more Advertising-Minded than any other pen company.

- The more orders that retailers give us NOW, the more advertising we can do for them NOW, and WILL do.

- One of the greatest mistakes you can make is to give ALL manufacturers an even break when ONE manufacturer is carrying the load of creating retail sales from January to July.

- You buy pens to sell—not to keep. Hence to quicken the pace of your pen department in these fast-changing times, buy them from the maker who reciprocates by sending people in daily to buy them from you.

# To KEEP PACE WITH FAST-CHANGING TIMES

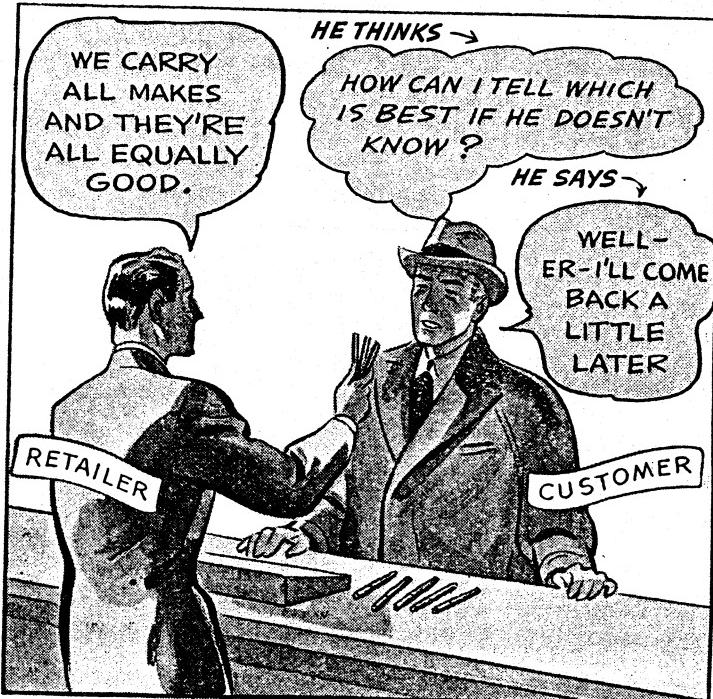
## Stop This Big Leak in your Pen Profits

About 35% to 50% of sales are LOST by many retailers because of "Lookers" who walk out without buying—yet most retailers ARE WHOLLY UNAWARE OF THIS LOSS!

### THESE TWO MISTAKES ARE TO BLAME:



MISTAKE No. 1—Failure to have assorted styles and points in most modern and best selling pen.



MISTAKE No. 2—Failure to show and recommend the leading seller FIRST—and to show only ONE brand at a time.

The "Looker" probably owns a rubber ink-sac pen already. But he has heard about the modern sacless pen with Full-Length Visible Ink Supply and is eager to see it, ALTHOUGH HE MAY NOT ASK FOR IT BY NAME.

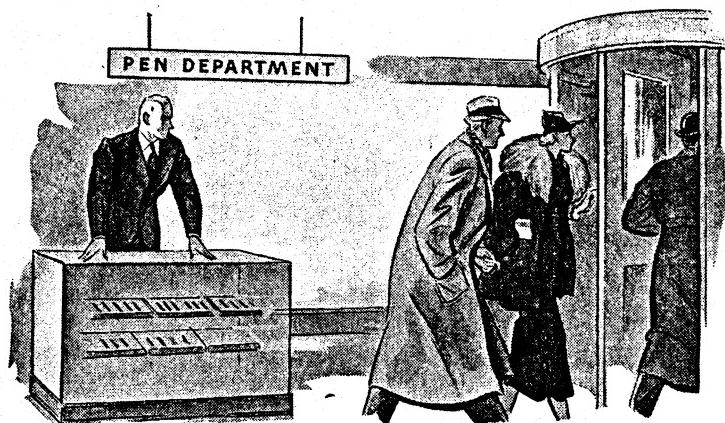
HENCE—showing him a sac-type pen kills his enthusiasm. He concludes that if sac pens are still "hot-stuff" his own sac pen is good enough.

### TO TURN THESE "LOOKERS" INTO BUYERS—

- 1 Adjust your pen stock to the ratio of public acceptance. (Preference for Parker is from two to ten times greater than for other standard makes.)
- 2 This enables you to carry a full assortment of styles and points in the largest selling brand.

**To KEEP PACE WITH FAST-CHANGING TIMES**

# Make This Important Change in Your Method of Selling



The "Lookers" who leave without buying.

HAVE you never noticed that each Parker advertisement shows only ONE pen? Yes, except for two or three Gift-time ads a year, Parker ads feature ONE PEN ONLY.

There is a fundamental reason for the policy, whether selling in PRINT, or in PERSON.

What is it?

It is this—the hardest thing in the world for many people to do IS TO MAKE A CHOICE. There are some who CAN'T. These are the "Lookers" who do not buy.

Being shown too many brands of pens of too many kinds at too many prices, the "looker" becomes confused, his decision wavers, he can't make up his mind.

This is especially true if the STORE HAS NO CHOICE and the salesperson says: "They're all equally good!" Out goes the "Looker" with the muttered promise to "return a little later." If he wanted the pen as a gift, he goes somewhere else and buys a box of candy, a cigarette lighter, or \$5 worth of flowers.

## TURN THESE "LOOKERS" INTO BUYERS

Whether or not you decide to show the Parker Pen first, instruct your salespeople to show some ONE brand of pen first, and only

ONE, and show only ONE STYLE of pen,—the best sacless type.

And have sales-clerks Know all About the Pen They Show.

Yes, in these fast-changing times, the vast majority of people prefer a pen that gives them what they have always wanted,—DOUBLE INK CAPACITY WITH FULL-LENGTH VISIBLE INK SUPPLY, provided, of course, that the barrel matches the cap to perfection, and provided further that the pen is mechanically perfect.

The majority of people, whether or not they happen to call for it by name, know that the Parker Vacumatic answers this description. That is why 9 people prefer it to 4 for the second pen, as shown by the National Pen Census. And these 4 would prefer Parker, we believe, if it were shown to them, and explained.

Some retailers say: "AH, BUT WE GIVE ALL THE LEADING PEN MANUFACTURERS AN EVEN BREAK."

To which Parker inquires: "Do all the manufacturers give YOU an even break?" They do not!

For example, how about the advertising from January to July when Parker does 46.2% of all pen advertising?

But why give the breaks to ANY manufacturer? Why not give the breaks to YOURSELF? You're in business for yourself.

Isn't it logical, therefore, that the pen to show FIRST is the Parker Vacumatic? We challenge you to try this for thirty days, and we guarantee that you will never go back to old ways of selling pens.

**To KEEP PACE WITH FAST-CHANGING TIMES**

# FEATURE THE LEADING SELLER

## *How Can You Determine This?*

**Answer No. 1—**By the Gross Profits shown in the financial statements of the pen manufacturers on file with the Securities Exchange Commission. Because

### Gross Profits Reflect Sales Volume

For Example, here is a comparison of  
Gross Profits of the two leading Pen Companies for 1935  
(Latest Available)

<b>*PARKER</b>	<b>\$ 2,790,326.52</b>
<b>Second Company (fiscal year ended Feb. 28, 1936)</b>	<b><u>\$ 1,937,554.94</u></b>
<b>Parker leads by</b>	<b><u>\$ 852,771.58</u></b>
	<b>or 44%</b>

**Answer No. 2—**By the National Pen Census conducted by the Recording & Statistical Corp., which shows that the consumer preference for Parker is 9 to 4 over the second pen.

**Answer No. 3—**By all of the following surveys:

American Boy Magazine Survey of its subscribers shows that more than TWICE as many boys own PARKER PENS as the second leading brand.

Ross Federal Service survey of 10 leading colleges from Harvard to Southern California shows that more students prefer PARKER PENS than the next four leading brands.

Intercollegiate Press survey (30 college papers) shows that more students own PARKER PENS than the second and third brands combined.

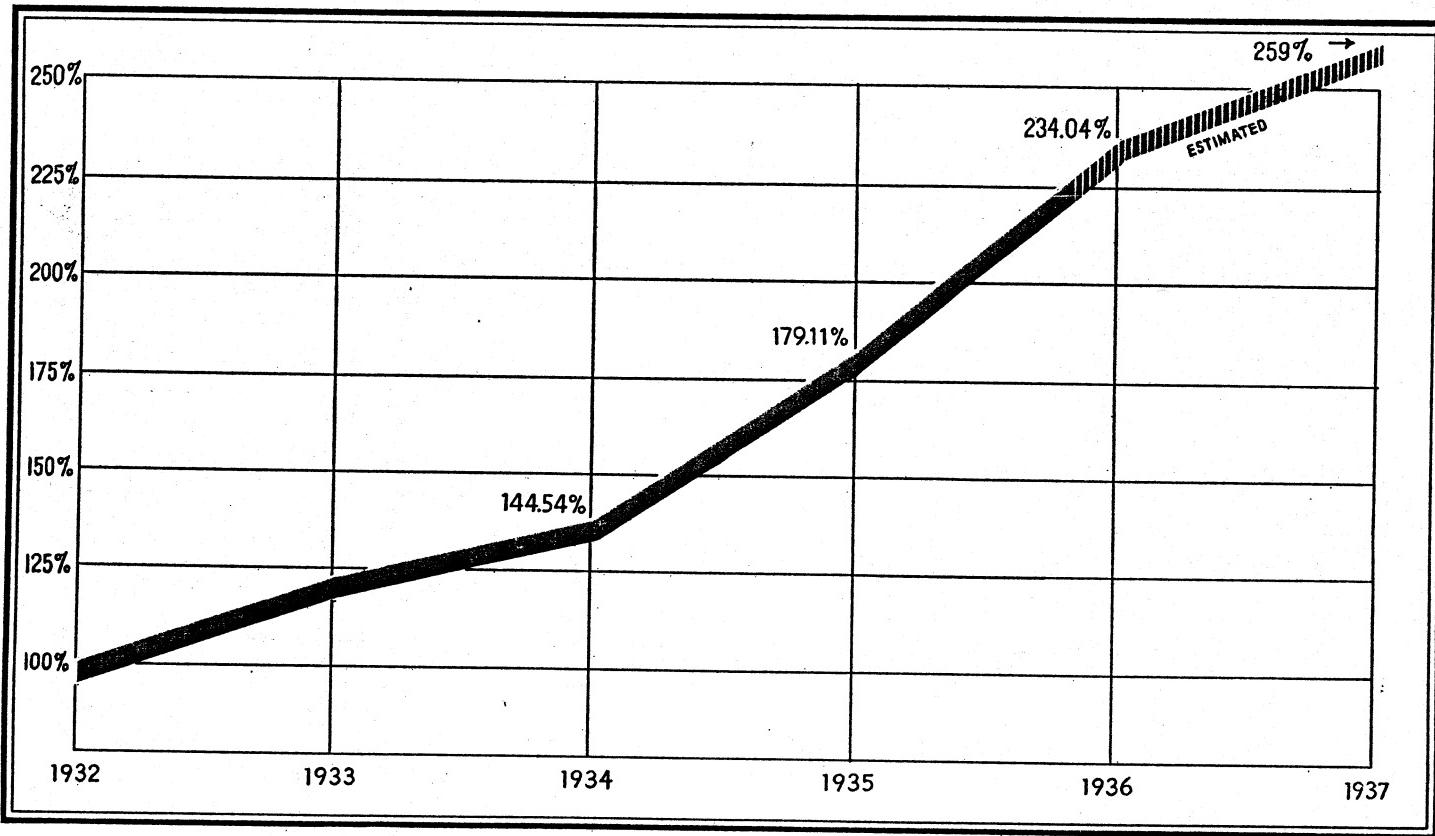
So don't base your opinion on your IMPRESSION of the calls at your pen counter—keep an ACTUAL RECORD of calls; and you, too, will thereafter concentrate on Parker.

\* Parker estimated gross profits for 1936 will show an amazing gain over 1935.

**To KEEP PACE WITH FAST-CHANGING TIMES**

**See how the Pen they called a "Fool Idea"**

**IS NOW THE WORLD'S LARGEST SELLER**



**Remember—the above sales were made by retail stores like yours  
IS YOUR PEN BUSINESS FOLLOWING THIS UP-CURVE?**

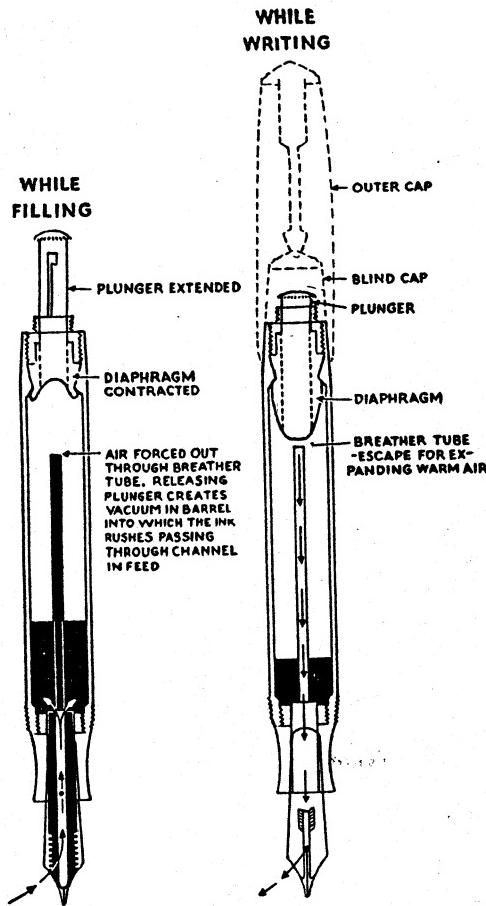
If it isn't, there's something wrong  
—either you are not pushing the **RIGHT** pen  
—or you're not pushing the leading seller **RIGHT**

***Here are the Reasons for this Sales Growth  
Does Your Sales Set-up Take Full Advantage of Them?***

- ① A wholly new and modernized line from 75c to \$200, headed by the Revolutionary New Pen—the Parker Vacumatic
- ② A Long-Profit, Price-Protected Proposition for Retailers
- ③ Parker's Continuous 12 Months' Advertising, Bringing People Up to the Pen Counters Every Day of the Year

# See Why

## The Parker Vacumatic Is Alone in the Sacless Field



1

Its revolutionary patented diaphragm filler is utterly different and basically better — no piston pump, valves, air bulbs, packing — nothing to render it useless later on.

2

Its working parts are sealed in the top — no ink can touch them, corrode or decompose them.

3

Unique "Breather tube" equalizes air pressure inside and outside of barrel — prevents leaking and flooding when warmth of hand expands air within.

### *Are Ordinary Sacless Pens a "Flash in the Pan?"*

For years, The Parker Pen Company refused to make a sacless pen. Like all pen makers we realized that sacless pens containing piston pumps, packing, valves and air bulbs were mechanically impracticable. And Parker would not be making a sacless pen today if it were not for the invention of the Vacumatic with its revolutionary diaphragm filler which contains no piston pump, packing, valve or air bulb.

Because of the tremendous success of the Parker Vacumatic, sacless pens are outstripping rubber ink-sac pens in public preference. For a time, other makers brought out sacless pens of the old type. But now they are going back to majoring their rubber ink-sac pens.

Why? Because, like Parker, they realize that no permanent success can be won from pens that cannot "deliver the goods" in actual use.

### *Additional features without which no pen can be truly modern*

1. FULL-LENGTH visible Ink Supply.
2. 102% More Ink Capacity than old-style.
3. Exclusive laminated Pearl style.
4. Scratch-proof Point of Platinum and Solid Gold.

Note: Last year Parker paid \$250,000 MORE for gold for Parker pens than the same amount of gold would have cost at the old-time price of gold. Yet, in spite of this, Parker today is putting 33 1/3% MORE gold into Vacumatic Pen Points than formerly.

5. Balanced, non-breakable barrel in new Air-line design.
6. Smart Arrow Clip holds pen low and SAFE in pocket or purse.
7. Jewelry-like in finish and workmanship.

# Major in the Only Sacless Pen That Has Successfully Met Every Challenge



When the Parker Vacumatic First Appeared—

It Was Hotly Challenged by Pen Manufacturers

Challenged by Retailers

Challenged by Those of the Public Who Had Previously Owned  
Sacless Pens.

But 5 Years' Actual Use Has Proved that this revolutionary in-  
vention is the ONLY Mechanically Successful Sacless Pen

*and today not a Challenge Remains!*

# Overcomes 2 Chief Faults of Average Pen Desk Set

1. Ends seepage of ink from pen to pen retainer
2. Ends drying of ink on the pen point

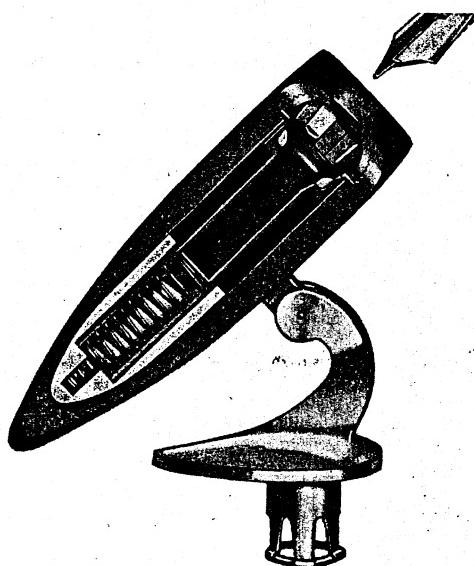


Fig. 1  
Showing cut-away drawing of Sealomatic Bowl before pen is inserted.

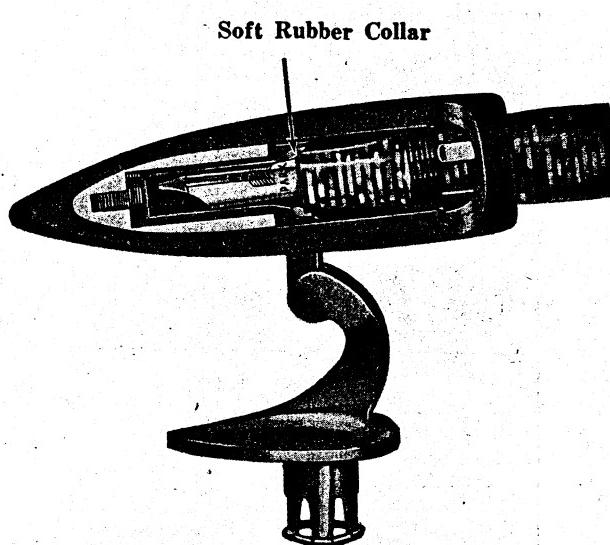


Fig. 2  
Showing cut-away drawing of Sealomatic Bowl after pen is inserted.

**FIGURE 1—**  
Sealomatic Pen Bowl before pen is inserted.

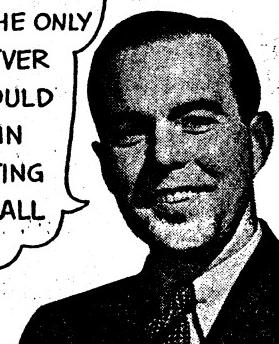
**FIGURE 2—**  
Bowl automatically lowers itself to within 7 or 8 degrees above horizontal level. This relieves pull of gravity on ink column, hence prevents seepage of ink from pen to pen retainer. The slight upward tilt allows just the right amount of gravity pull to keep the pen point moist.

The air-tight seal is effected by the pressure of the soft rubber collar against the end of the pen barrel. This air-tight pressure is maintained by a spring coil. Hence, ink cannot dry on the pen point—and the pen is ready to write instantly.

The user cannot fail to effect air-tight seal because when pen is not inserted far enough, the coil spring automatically ejects the pen.

## What Users Say:

IT'S THE GREATEST  
DESK SET IMPROVEMENT YET—THE ONLY  
PEN BOWL I EVER SAW THAT WOULD  
KEEP A PEN IN PERFECT WRITING CONDITION AT ALL TIMES.



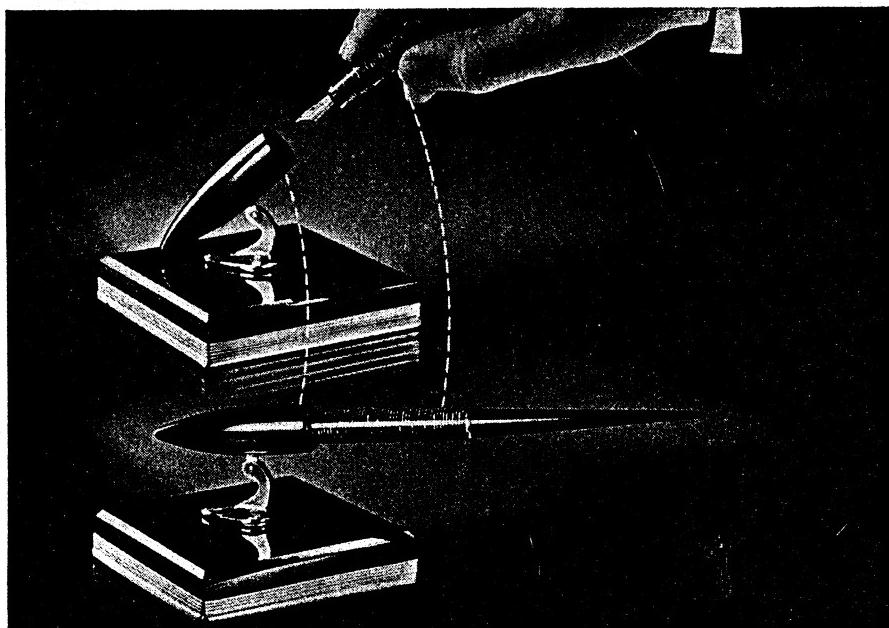
Comments like the above indicate the enthusiastic reception given the Sealomatic Pen Bowl by thousands of users from Fifth Avenue to Main Street.

**To KEEP PACE WITH FAST-CHANGING TIMES**

Show Your Customers Parker's Revolutionary

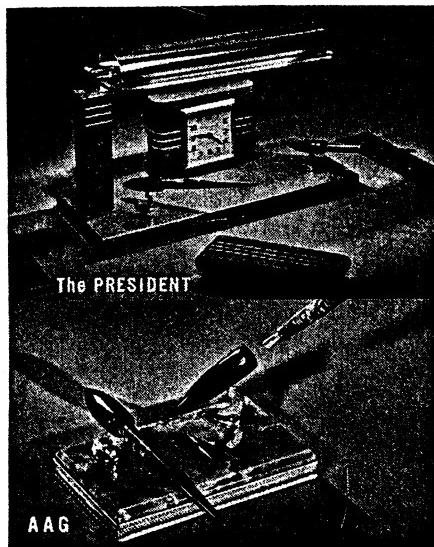
New Desk Set Invention ---

## **THE SEALOMATIC ROCKER BOWL**



See what it does—Why it is the most wanted improvement since Desk Sets were invented:

- 1 It automatically tilts upward to receive Pen—
- 2 It automatically pivots to level rest when pen is inserted; hence ink can not seep out—
- 3 It automatically clasps pen in air-tight seal; hence ink cannot dry out. Keeps pen point moist, ready to write a day later, or a week later.



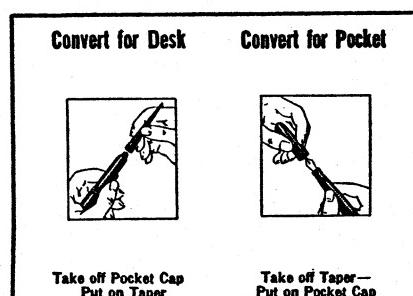
Get Many Dollars of Extra Profit by  
Showing Parker Desk Bases to  
Every Pen Customer

**SHOW HIM**

- 1 The advantages of the Sealomatic Bowl.
- 2 How the Parker Pen is convertible from Pocket to Desk Style at will.

*Full-length Visible  
Ink Supply*

- 3 That the Parker Vacumatic is the only Desk Pen with Full-Length Visible Ink Supply.



This new Sealomatic Bowl is mounted on the most beautiful Desk Bases ever designed—new 1937 styles in a variety of Materials, Colors, Designs

**To KEEP PACE WITH FAST-CHANGING TIMES**

# Join in these 2 Big Pen Selling Promotions the First Half of 1937

*With Special Advertising and Displays for Each*

## HERE'S THE PROGRAM

Our Representative Will Show You the Circulation in Your City  
and Dates On Which the Ads Will Appear



### PRE-EASTER GIFT EVENT

(Easter Sunday is March 28)

Parker Pens and Sets  
to be featured as gifts  
for Birthdays, Confirmation  
and Easter as follows:

Combined Circulation: 18,579,508

Page 1 SATURDAY EVENING  
POST 3/13 (out 3/9)

Page 1 COLLIER'S 3/27 (out 3/19)

74 BIG CITY NEWSPAPERS, in-  
cluding half pages in 4 colors and  
Monotone Rotogravure the Sun-  
day before Easter, and one-sixth  
of a page in Black and White  
during the week previous.

See Following Page and Have Our Re-  
presentative Fill Out Requisition Now for  
Your Tie-up Ads and Display Cards!



### GRADUATION GIFT EVENT

Parker Vacumatic Pens  
and Sets to be featured  
as follows:

Combined circulation: 27,218,700

110 BIG CITY NEWSPAPERS, in-  
cluding Full Pages and Half  
Pages in 4 colors and Monotone  
Rotogravure, and one-sixth  
pages in Black and White prior  
to Graduation in May and June.

### ALSO

Page 1 SATURDAY EVENING POST  
6/5 (out 6/1)  
Page 1 COLLIER'S 6/12 (out 6/4)  
ESQUIRE June (out 5/14)  
NATIONAL GEOGRAPHIC, June, out 6/1  
REDBOOK, June (out 5/10)  
PHOTOPLAY, June (out 5/10)  
TIME, 6/7 (out 6/4)  
AMERICAN BOY, June (out 5/20)  
BOY'S LIFE, June (out 5/20)  
OPEN ROAD FOR BOYS, June (out 5/20)  
SCHOLASTIC, 5/22

# PROOF OF THE PUDDING

## John W. Graham & Co.

It's Made of Paper We Have It

707-711 Sprague Ave.

708-716 First Ave.

### A COLLEGE PROFESSOR

Invented this Miracle Pen

to Guard All Students  
from Pens that Suddenly Run Dry

A Wisconsin professor discovered that often it wasn't students' brains but their pens that ran dry—caused failure—in classes and exams. That led to the birth of the revolutionary, sacless Vacumatic, perfected by Parker, and GUARANTEED MECHANICALLY PERFECT.

It never runs out of ink unless you let it. For it holds 12,000 words of ink, and shows the ink-level—shows when to refill.

The Point is solid Gold combined with precious Platinum—skillfully fashioned to write 2 ways.

Parker  
VACUMATIC

Junior, \$3.75 Pencils, \$2.50.  
Over-size, \$10.00 \$3.50 and \$5.00

Come to see the luminous beauty of this laminated Pearl and Jet style creation. Other Parker Pens, \$1.25 to \$3.50.



Parker Has the Scratch Proof Point of Platinum and Gold

### PARKER

### AD

Remember  
We Sell the  
Complete Line

### LOOK ON PAGE

# 5

Magazine  
Section  
Today's Spokesman-  
Review

Excerpt of letter dated December 1, 1936 from John W. Graham & Company, Spokane, Wash.

"We have been tying up every time you have had these ads . . . and naturally our sales jump the next few days after the ads appear.

Yours very truly,

(signed) John L. Matthiesen  
Advertising Manager"

### Now Requisition Tie-ups with Parker's Big Promotions for Easter and Graduation

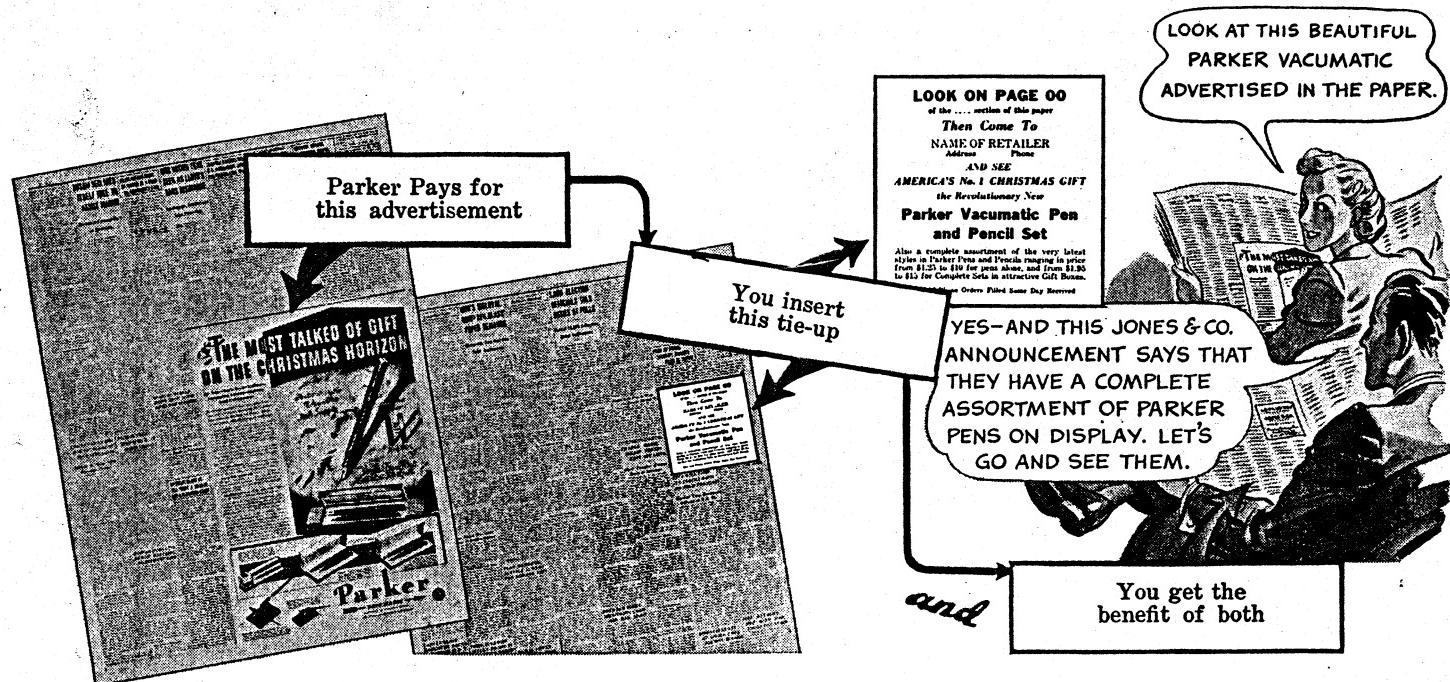
Ask our representative (or write) for schedule of Parker advertising in your community and Parker's special tie-up service including mats, electros, and cuts—all furnished FREE.

# To KEEP PACE WITH FAST-CHANGING TIMES

## Bring the People Who Read Parker Advertising Up to Your Pen Counter

*By Using This Special Tie-up Plan.*

*Increases Retailers Sales 80% to 120% by actual test*



Retailers find that this plan results in two things:

- First: A larger, more profitable pen department
- Second: A broadening of trade in all departments of the store

### SAMPLES OF DEALER ADS

**LOOK ON PAGE 00**  
of the \_\_\_\_\_ Section of this Newspaper  
Then come to  
**(INSERT NAME OF RETAIL STORE)**  
(Address . . . and . . . Telephone)  
and see not only the beautiful  
**Parker Vacumatic Pen Advertised for Easter and Confirmation Gifts**  
but also a complete assortment of the very latest styles in Parker Pens and Pencils ranging in price from \$1.25 up to \$10 for pens alone, and from \$1.95 to \$15 for Complete Sets in attractive Gift Boxes.  
Mail and Phone Orders Filled the Same Day Received  
Now turn to Page 00

With a tie-up ad like this a Boston retailer increased his Parker sales 108%.

Your Newspaper will set this.

**Easter Headliner**  
**PARKER VACUMATIC**  
America's Most-Wanted Fountain Pen  

- Holds 102% More Ink
- Shows Entire Ink Supply
- Scratch-Proof Point of Platinum and Gold
- Exclusive Laminated Pearl Style

 Come in and see our up-to-date assortments of these celebrated Parker Vacumatic Pens at \$5, \$7.50, and \$10. Matched Pen and Pencil Sets at \$7.50, \$11 and \$15. Free Gift Box included with Sets.  
**FINEST OF ALL 55 GIFT SETS**  
 See the Parker DeLuxe Cigar Holder Pen for men and women, and our new Leverpoint Pen. Two-way point. Returnable. Price \$10. Ink Cartridges only \$3.50. With Pencil to complete the SET in Gift Boxes only \$5.  
 Mail Orders Filled Same Day Received  
**NAME OF RETAILER**  
 ADDRESS      PHONE

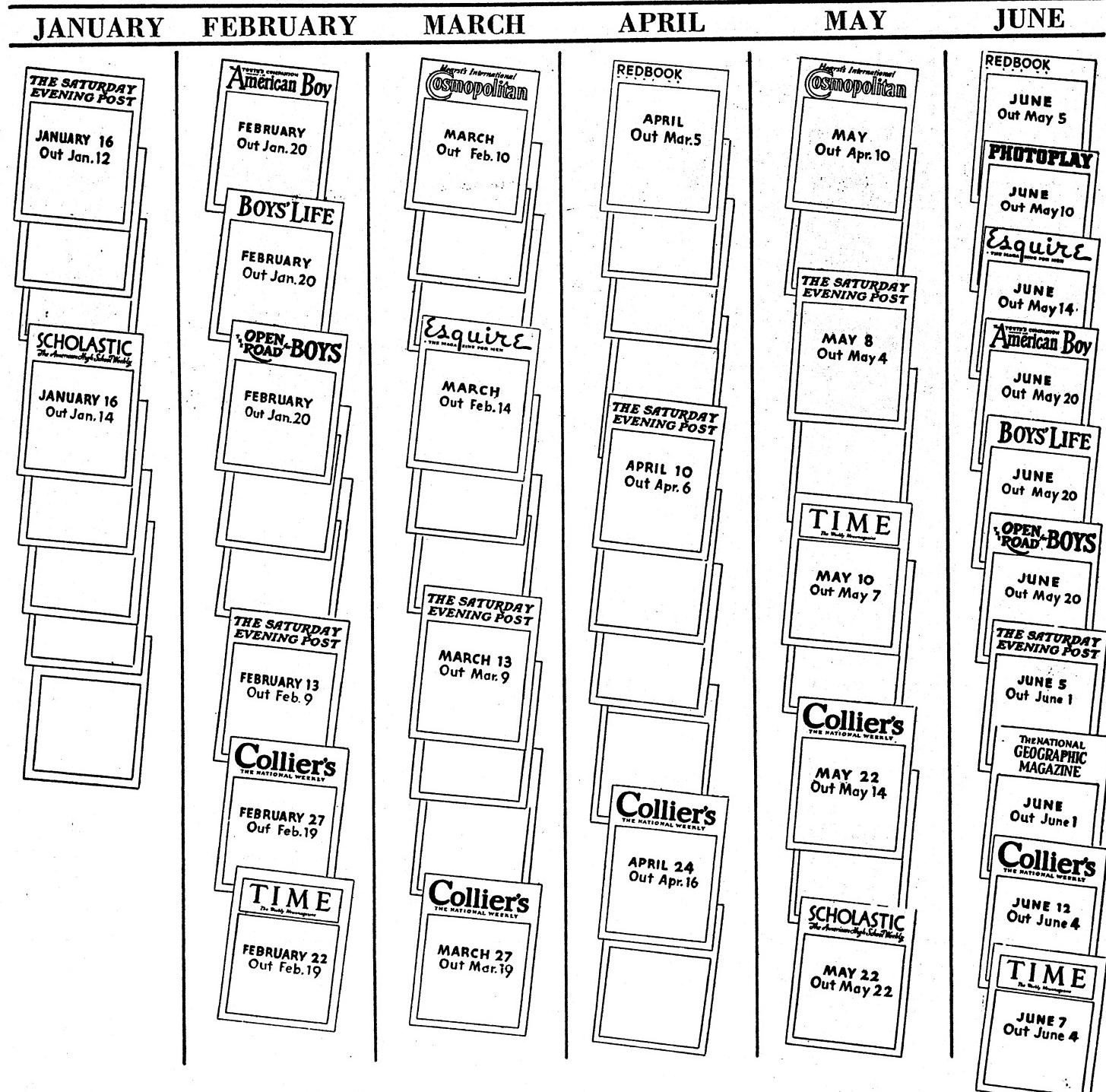
A tie-up ad like this brought a Parker Pen sales increase of 314% for a Cleveland retailer.

**For Easter**  
See America's Finest Gift Pen  
**PARKER VACUMATIC**  

- Holds 102% More Ink Than old-style
- Full-Length Visible Ink Supply
- Scratch-Proof Point of Platinum and Gold
- GUARANTEED Mechanically Perfect

 Choose from our fresh Parker assortments:  
 Parker Vacumatic Pens  
 \$5 = \$7.50 = \$10  
 Pen & Pencil Sets  
 \$7.50 = \$11 = \$15  
 DeLUXE CHALLENGER - \$10  
 Cigar Holder Pen with Complete SET in Gift Box, only \$5.  
**Holds 102% More Ink**  
 Free Gift Box Included With Sets  
**NAME OF RETAILER**  
 Address      Phone

# Parker's Great 1937 Calendar of **MAGAZINE ADVERTISING**



**Have your Sales People use the Words, Phrases, and Sales Points in Parker ads in selling at the counter**

Specimen Ad, Page 1, The Saturday Evening Post, Jan. 16, 1937

## To be a Star

# BACK YOUR BRAINS with the ALL-STAR PEN

*-It's a Natural!*

It Won't Run Dry in the Midst of a Grand Idea for it holds 102% More Ink than old-style and shows DAYS AHEAD if it needs refilling!



There's a direct connection between the fact that the revolutionary Parker Vacumatic is the star performer in the pen world, and the fact that when people start using it they start rating higher in their daily work.

On the one hand it is people who are capable of rating high who go for this competent pen in a big way, and on the other hand it is this kind of pen, and only a pen of this kind, that can bring out the best that is in them.

The reasons for this are both mental and physical. For one thing, this Scratch-proof Point of Platinum and Solid Gold writes like a zephyr. It gives your handwriting all the grace and assurance of one who knows his stuff and what to do with it. And it carries you over the rough spots like riding on rubber tires.

Because it holds 102% more ink than old-style and shows you days ahead if it needs refilling, it never comes to a stop against your will—won't run dry at some critical moment—never throws your ideas off their stride.

Because this laminated Pearl Beauty "looks like a million," its trim, smart, exclusive style says of its owner, "Here is a person of cultivated taste."

If you want to star, you must first make a start, and the New Year is the starting time. So off with your old pen and forward with the new. Go and see it—and try it—at any nearby pen counter today.

But be sure the pen you try has this smart ARROW clip. This ARROW distinguishes the genuine Parker Vacumatic from sly imitations. And it gives distinction to the one who carries it.

The Parker Pen Company, Janesville, Wisconsin.

IN SCHOOL OR BUSINESS

*Full-length Visible  
ink  
supply*

*Holds 102%  
More Ink*

*Scratch-Proof Point  
of Platinum and Solid Gold*



### ALL-STAR FEATURES

- ★ ENTIRE ink supply is Visible—not merely the last drop—hence it can't run dry against your will.
- ★ Holds 102% more ink than old-style—write a 12,000-word book on a single cartridge.
- ★ Scratch-Proof Point of Platinum and Solid Gold—writes like a zephyr.
- ★ Exclusive Laminated Pearl style—winner in the pen Beauty Contest.
- ★ No rubber ink sac, no lever filler, a pump—nothing to leak or fail.
- ★ GUARANTEED mechanically perfect.
- ★ Smart ARROW clip holds it low and in the pocket—distinguishes the owner.

These ideas are what bring customers into your store from our advertising. They expect to hear about these selling points—and if they do, sales are easily made. If they don't, their enthusiasm dies.

# Parker

VACUMATIC REG.

T. M.

GUARANTEED MECHANICALLY PERFECT

Junior, \$5; Over-Size, \$10

Pencils, \$2.50, \$3.50 and \$5

\$7.50

# Advertising in 159

*from Easter  
Full Pages and Half*

**KEY**

- |  |   |
|--|---|
| A—This Week—1 Page 4 color Rotogravure | E—1000 lines Monotone Rotogravure       |
| B—American Weekly—1 Page 4 Colors      | F—1/6 Page Monotone Rotogravure         |
| C—Associated Weekly—1/2 Page 4 Colors  | G—1/6 Page Black & White News Section   |
| D—1000 lines 4 color Rotogravure       | H—1000 lines Black & White News Section |

*and Monotone  
AND  $\frac{1}{6}$  TH PAGES IN*

STATE-CITY	NEWSPAPER	CIRCULATION	STATE-CITY	NEWSPAPER	CIRCULATION
<b>ALABAMA</b>			<b>INDIANA</b>		
Birmingham	News Age Herald (A & F)	108,536	Fort Wayne	News Sentinel (G)	55,781
Mobile	Press Register (G)	44,775	Indianapolis	Star (A, E & F)	167,442
Montgomery	Journal (G)	19,233	Terre Haute	Tribune & Star (F)	51,549
<b>ARIZONA</b>			<b>IOWA</b>		
Phoenix	Republic (C)	37,150	Cedar Rapids	Gazette (G)	39,186
Tucson	Star (G)	9,975	Des Moines	Register (E & F)	286,047
<b>ARKANSAS</b>			Sioux City	Journal (G)	58,060
Fort Smith	Times Record & Southwest American (G)	25,215	<b>KANSAS</b>		
Little Rock	Gazette (G)	49,578	Topeka	Capital (G)	46,442
<b>CALIFORNIA</b>			Wichita	Beacon (G)	79,120
Hollywood	Citizen News (G)	27,786	Eagle (G)	Eagle (G)	89,023
Long Beach	Press Telegram (C)	49,493	<b>KENTUCKY</b>		
Los Angeles	Examiner (B)	531,652	Louisville	Courier Journal & Times (E & F)	161,764
	Herald Express (G)	284,245	<b>LOUISIANA</b>		
Oakland	Times (C)	303,321	New Orleans	Item Tribune (A)	72,739
Sacramento	Tribune (C)	76,981		Times Picayune (G)	117,554
San Diego	Union (C)	20,485	<b>MAINE</b>		
San Francisco	Union (C)	40,348	Portland	Express Press Herald (G)	63,932
	Call Bulletin (G)	119,607	<b>MARYLAND</b>		
	Chronicle (C)	168,311	Baltimore	American (B)	233,317
	Examiner (B)	431,865		Sun (A & E)	200,344
<b>COLORADO</b>			<b>MASSACHUSETTS</b>		
Denver	Post (E & F)	315,455	Boston	Advertiser (B)	536,487
<b>CONNECTICUT</b>				Globe (E)	302,966
Bridgeport	Post Telegram (G)	53,275		Herald (A & F)	154,553
Hartford	Courant (F)	64,497		Union Republican (F)	59,548
New Haven	Register (G)	63,165		Telegram Gazette (G)	110,835
Waterbury	Republican American (G)	31,319	<b>MICHIGAN</b>		
<b>DELAWARE</b>			Detroit	Free Press (E & F)	263,244
Wilmington	Journal Every Evening Morning News (G)	55,091		News (A & E)	354,775
<b>DIST. OF COLUMBIA</b>				Times (B)	397,068
Washington	Herald (B & G)	201,424		Press (G)	88,112
	Star (A & E)	136,860	<b>MINNESOTA</b>		
<b>FLORIDA</b>			Duluth	Herald News Tribune (G)	69,851
Jacksonville	Times Union (G)	65,748	Minneapolis	Journal (A & F)	152,541
Miami	Herald (G)	62,272		Tribune (E & F)	199,158
Tampa	Tribune (G)	52,904	St. Paul	Pioneer Press (E & F)	121,232
<b>GEORGIA</b>			<b>MISSOURI</b>		
Atlanta	American (B)	191,600	Kansas City	Journal Post (E & F)	81,036
	Journal (A & E)	117,869		Star (E & F)	324,586
Augusta	Herald (G)	23,023		Globe Democrat (A & F)	211,811
Macon	News Telegraph (G)	32,174		Post Dispatch (D)	263,882
Savannah	News (G)	23,027	<b>MONTANA</b>		
<b>ILLINOIS</b>			Billings	Gazette (G)	17,004
Chicago	American (H)	436,956			
	Herald & Examiner (B)	1,004,961	Lincoln	Journal Star (G)	41,855
	News (A & E)	413,362	Omaha	Bee News (B)	121,013
	Tribune (D)	1,043,259		World Herald (A, E & F)	127,488
Peoria	Star (F)	40,454	<b>NEBRASKA</b>		
			Billings	News (G)	140,701
			Lincoln	State Gazette Times (G)	57,311
			Omaha		

# Big City Newspapers

*Christmas*

'ages in 4 Colors

*otogravure*

LACK AND WHITE

ASK OUR REPRESENTATIVE (OR  
WRITE) FOR DATES THESE ADS  
WILL APPEAR IN YOUR LOCAL  
NEWSPAPER.

STATE-CITY	NEWSPAPER	CIRCULATION
NEW YORK		
Albany	News (G)	42,038
	Times Union (B)	63,881
Ithaca	Press (G)	39,444
Binghamton	Courier Express (E)	153,126
Buffalo	News (H)	194,107
New York	Times (A)	107,856
	American (B)	1,076,741
	Herald Tribune (A)	482,177
	News (D)	2,848,811
	Sun (H)	316,420
Rochester	Times (E)	759,575
	American (B)	80,800
	Democrat Chronicle & Times Union (G)	154,632
Albany	Gazette (G)	22,140
Albany	American (B)	109,854
Albany	Herald (F)	61,284
Albany	Post Standard (F)	65,197
Albany	Record (G)	31,954
Albany	Observer Dispatch (G)	34,190
SYRACUSE		
Albany	Citizen Times (G)	33,051
Albany	Observer (G)	62,981
ROCKY MOUNTAIN		
Denver	Forum (G)	30,587
UTAH		
Oklahoma City	Beacon Journal (G)	71,597
Oklahoma City	Repository (G)	45,446
Oklahoma City	Enquirer (A, E & F)	186,294
Oklahoma City	Times Star (H)	172,276
Oklahoma City	Plain Dealer (A & E)	394,559
Oklahoma City	Press (H)	204,587
Oklahoma City	Dispatch (G & H)	155,606
Oklahoma City	News (G)	57,838
Oklahoma City	Times (E & F)	53,476
Oklahoma City	Vindicator & Telegram (G)	60,000
KANSAS CITY		
Oklahoma City	Oklahoman & Times (G)	190,444
Oklahoma City	Tribune (G)	60,029
Oklahoma City	World (G)	72,822
SEATTLE		
Portland	Oregonian (C)	140,083
PENNSYLVANIA		
Erie	Dispatch Herald (G)	37,516
Harrisburg	Times (G)	35,232
Philadelphia	News Patriot (G)	83,315
Philadelphia	Bulletin (H)	529,767

STATE-CITY	NEWSPAPER	CIRCULATION	
PENNSYLVANIA (Continued)			
Pittsburgh	Press (A & E)	299,570	
	Sun Telegraph (B)	390,674	
Reading	Times (G)	36,850	
Scranton	Times (G)	52,976	
Wilkes-Barre	Record (G)	29,205	
	Times Leader (G)	29,427	
RHODE ISLAND			
Providence	Journal (F)	99,180	
SOUTH CAROLINA			
Charleston	Post News & Courier (G)	32,617	
Columbia	State (G)	30,769	
SOUTH DAKOTA			
Sioux Falls	Argus Leader (G)	40,301	
TENNESSEE			
Chattanooga	News (G)	36,410	
Knoxville	News Sentinel (G)	47,374	
	Journal (G)	49,557	
Memphis	Commercial Appeal (A & G)	122,092	
Nashville	Banner (G)	68,701	
	Tennessean (G)	115,860	
TEXAS			
Amarillo	Globe News (G)	29,774	
Austin	American Statesman (G)	27,502	
Dallas	News (A & G)	91,490	
	Times Herald (G)	70,006	
El Paso	Herald Post (G)	27,701	
Fort Worth	Star Telegram (G)	169,461	
Houston	Lubbock	104,508	
	San Antonio	15,442	
	Waco	89,074	
		47,879	
		News Tribune & Times Herald (G)	30,580
UTAH			
Salt Lake City	Tribune (C)	81,029	
VIRGINIA			
Norfolk	Ledger Dispatch & Virginian Pilot (G)	82,166	
Richmond	News Leader (G)	80,921	
	Times Dispatch (G)	79,803	
	Times World News (G)	42,559	
WASHINGTON			
Seattle	Times (C)	126,654	
Spokane	Spokesman Review (C)	66,732	
Tacoma	Ledger (C)	28,329	
WEST VIRGINIA			
Charleston	Gazette (G)	44,066	
Huntington	Advertiser Herald Dispatch (G)	28,509	
Wheeling	Intelligencer News Register (G)	33,577	
WISCONSIN			

# HIGH SPOTS

Page 1 in 13 Issues of SATURDAY EVENING POST

(One every fourth week)

Page 1 in 10 Issues of COLLIER'S

8 Issues of TIME, the News Magazine

1/3 of all issues of COSMOPOLITAN, REDBOOK, PHOTOPLAY, NATIONAL GEOGRAPHIC, and the Juveniles—AMERICAN BOY, BOY'S LIFE, OPEN ROAD FOR BOYS, SCHOLASTIC.

Special School and Gift issues of VOGUE, WOMAN'S HOME COMPANION and AMERICAN MAGAZINE.

JULY

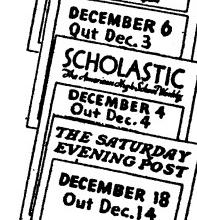
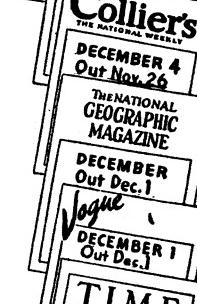
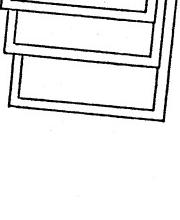
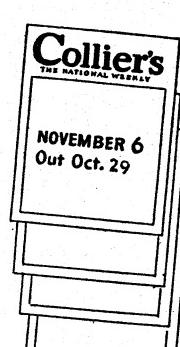
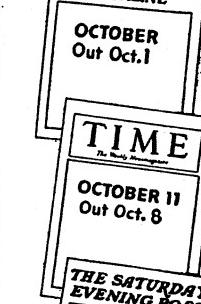
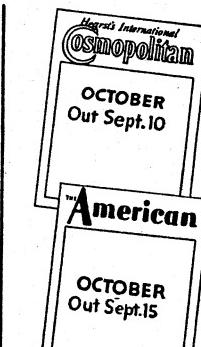
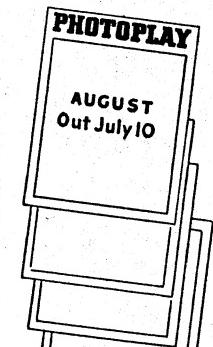
AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



**To KEEP PACE WITH FAST-CHANGING TIMES**

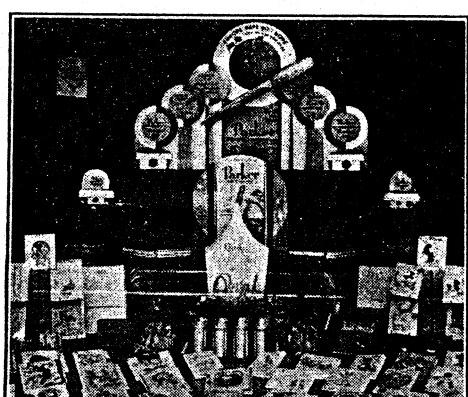
# Pull the Pen Buyers Into Your Store With Displays Like These



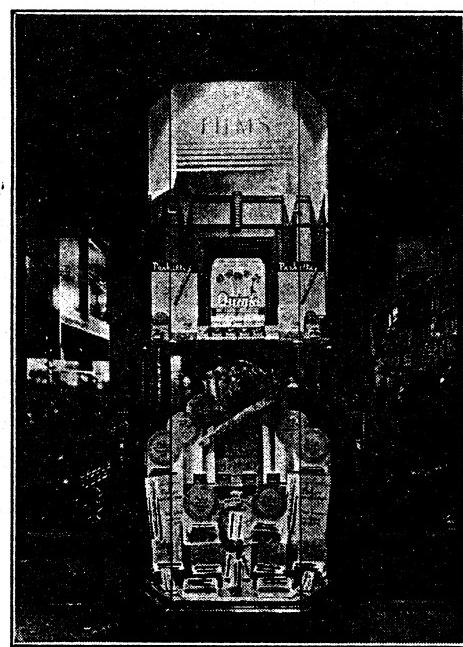
Lamb Brothers, Stationers,  
Philadelphia, Pa.



Stevenson and Foster,  
Pittsburgh, Pa.



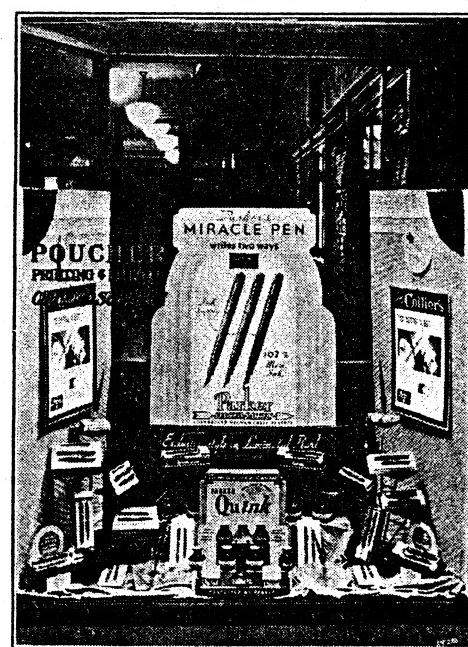
Wm. F. Murphy's Sons Co., Stationers  
Philadelphia, Pa.



Richmond and Backus Co., Stationers  
Detroit, Mich.



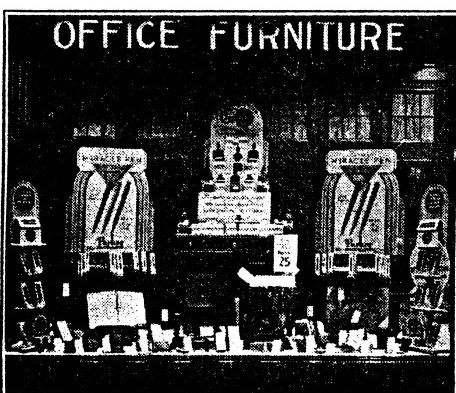
Poundsford's, Office Supplies  
Cincinnati, Ohio



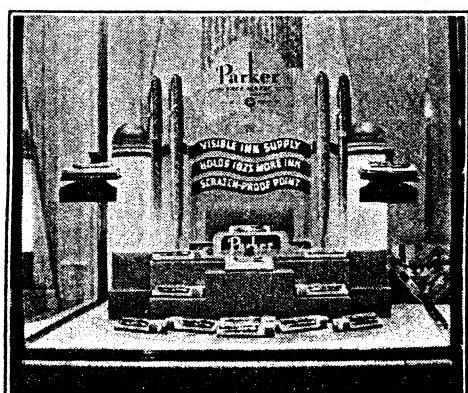
Stewarts Drug Store  
Ashland, Kentucky



Waxgiser and Rindler, Stationers  
Brooklyn, N. Y.



Stationers Corporation  
Los Angeles, Calif.



Poucher Printing and Litho. Co.  
Minneapolis, Minn.

**To KEEP PACE WITH FAST-CHANGING TIMES**

*Devote a Larger Portion of Your Pen Stock to Parker*

# And Quicken The Pace of Your Pen Sales

## See How This Works

### 1.75 TURNOVERS

if your stock is divided thus:

PARKER  
25%

OTHER BRANDS 75%

If Parker stock turns 4 times  
 $(25\% \times 4 = 1$  turnover)

If rest of stock turns 1 time  
 $(75\% \times 1 = .75$  turnover)

On this basis your total pen turnover is  
only 1.75 times.

### 3.25 TURNOVERS

if your stock is divided thus:

PARKER 75%

OTHER  
BRANDS  
25%

If Parker stock turns 4 times  
 $(75\% \times 4 = 3$  turnovers)

and if rest of stock turns 1 time  
 $(25\% \times 1 = .25$  turnover)

Your Pen stock turns 3.25 times!

Apply the following principle to the rate  
of turnover in your store

*In most cases Parker Stocks turn  
3 to 4 times a year - and in many  
cases even more*

Showing why Turnover, not Discount, is the chief factor  
in rolling up gross profits:

50% Discount x 1 turnover = 50% Gross Profit

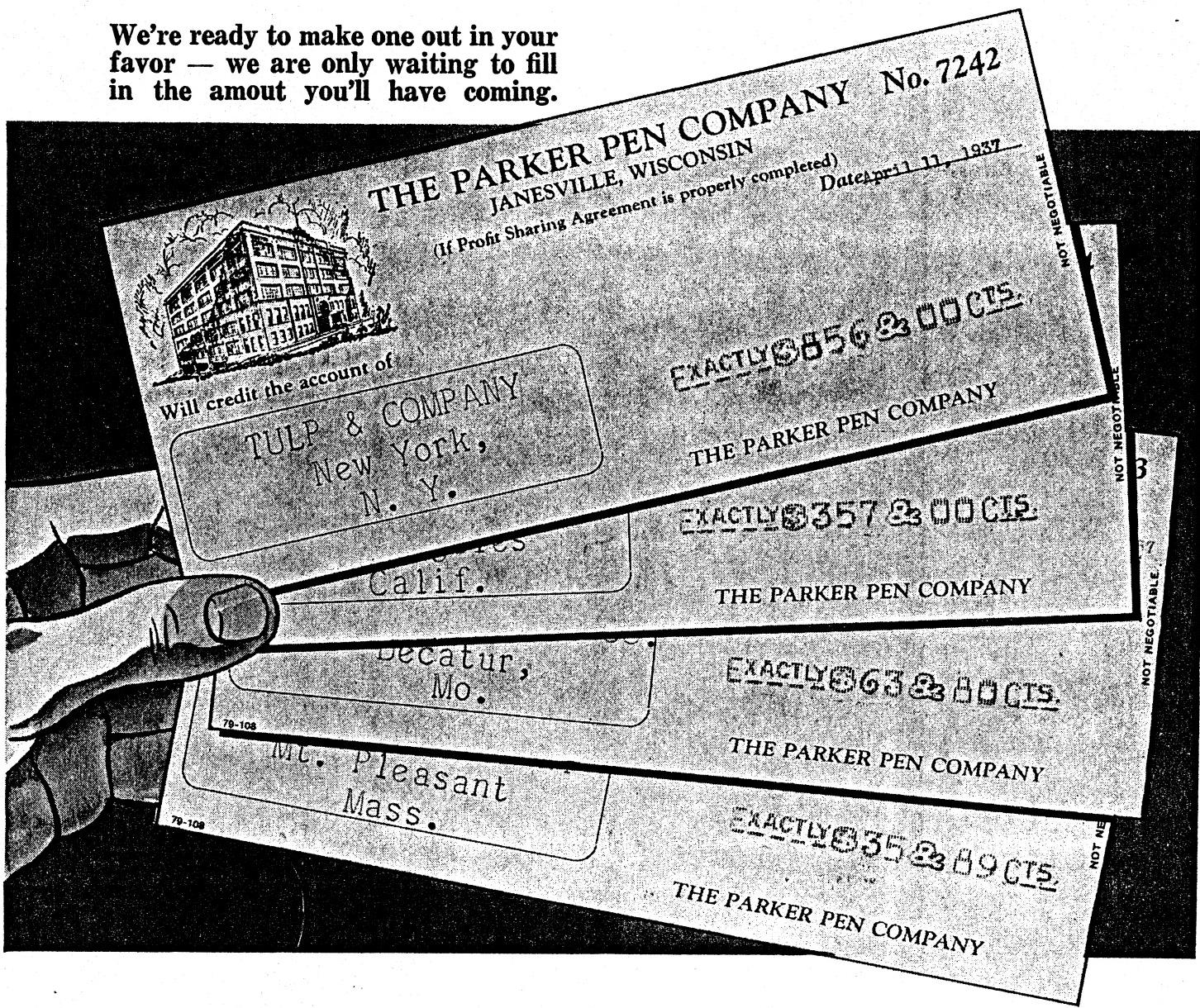
50% Discount x 2 turnovers = 100% Gross Profit

40% Discount x 3 turnovers = 120% Gross Profit

40% Discount x 4 turnovers = 160% Gross Profit

# Which one of these Bonuses Do You Want?

We're ready to make one out in your favor — we are only waiting to fill in the amount you'll have coming.



**In 1937 Parker Will Pay out  
\$250,000.00 in Profit Sharing Credits**

Get a slice of this big melon by operating under  
our liberal Profit - Sharing Agreement

If you haven't this Parker agreement now or if yours is soon to expire, tell our representative to start yours as soon as possible, so that you can get a bonus on your ENTIRE 12 months' purchases —not merely on part of them.

# Summary of What Parker Offers You

---

1

The only sacless pen that is MECHANICALLY SUCCESSFUL—GUARANTEED mechanically perfect.

Exclusive laminated pearl style, jewelry-like workmanship, and Scratch-proof Point, with 33 1/3% more gold.

2

A Long-Profit line—Price Protected—confined to Recognized Retailers.

3

Year round Advertising support, making Parker the fastest-selling pen on the market—making a pen business for the retailer from January to July as great as the entire year's business was in the old day.

4

A line designed from beginning to end with the retailer's interests in mind—

- a. A small line, consisting solely of fast-selling pens and sets—no drones—no experimental models.
- b. A PRICE STRUCTURE, scientifically designed for easy trade-ups. No Sacless Pens at less than \$5 to draw sales away from your higher-price bracket.

The Parker LINE, the Parker PRICE STRUCTURE, and the Parker ADVERTISING are all geared to enable the retailer to cover his increased cost of doing business today—NOT by raising his prices, BUT by raising his sights—by doing as Parker does,—doing 70% of his business in units at \$5.00, \$7.50, \$10.00 and up, with proportionately greater Profits—capitalizing the returning prosperity, and the demand for higher-quality, higher-priced goods.